Shifting Health Plan Roles

Reforming Health Care
Lessons Learned from the Past

Building Effective Consumers
Transforming Health Benefits
Lessons Learned: CDHPs
Trends in Outcomes-based Incentives
Renovating Payment Reform
Effective Benefits Communications

CONFERENCE SPKERS

Everything Old is New Again!

Hear from leading employers and health care experts about what they’ve learned from the past and how their future plans for health benefits and health care will work in the changing health reform environment.

Transforming Health Benefits
Reforming Health Care
Renovating Payment Reform
Navigating Health Reform
Shifting Health Plan Roles
Effective Benefits Communications
Lessons Learned: CDHPs
Building Effective Consumers
Trends in Outcomes-based Incentives
Lessons Learned from the Past

You are invited to join HR/health benefits professionals and health care stakeholders...
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM</td>
<td>Networking Breakfast</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Welcome Remarks</td>
</tr>
<tr>
<td>8:15 AM</td>
<td>Keynote Address</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Session 1: Understanding the Importance of Engaging and Educating Consumers</td>
</tr>
<tr>
<td>8:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Session 2: Making it Easy for Employees to Engage: Strategies to Improve Workforce Effectiveness &amp; Control Healthcare Costs</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Session 3: Research, Case Studies and Innovations in Benefits Products and Services</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Session 4: Research, Case Studies and Innovations in Benefits Products and Services</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>1:15 PM</td>
<td>Session 5: Research, Case Studies and Innovations in Benefits Products and Services</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Session 6: Research, Case Studies and Innovations in Benefits Products and Services</td>
</tr>
</tbody>
</table>

**Thursday - May 2**

**Conference Wellness Activities**

Join us for these great programs available to registered conference attendees at no cost!

**Conference Wellness Activities**

- **Health Step Challenge**
  - The Health Step Challenge is a pre-conference activity for registered attendees allowing them to compete in a motivating walking challenge with other attendees making them eligible for prizes: iPad, iPad Mini and $50 Gift Card.

**Wellness Screening May 2 & May 3**

- **Types of Diagnostics**
  - **Diet and Nutrition**
  - **Medical Imaging**
  - **Biometric Measures**
  - **Functional Fitness**
  - **Psychosocial Health**

**Sponsored by Virgin HealthMiles**

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**Friday - May 3**

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The Health Step Challenge is a pre-conference activity for registered attendees allowing them to compete in a motivating walking challenge with other attendees making them eligible for prizes: iPad, iPad Mini and $50 Gift Card.
CONFERENCE SPKERS

Conference registration is required and information on registered attendees allowing them to compete in a motivating walking challenge with other attendees making them eligible for three prizes: iPad, iPad Mini and $50 Gift Card.

Join us for these great programs available to registered conference attendees at no cost!

CONFERENCE WELLNESS ACTIVITIES

Join us for these great programs available to registered conference attendees at no cost!

Health Step Challenge
Pre-Conference event running April 17th to May 1st

Conference registration is required and information on registered attendees allowing them to compete in a motivating walking challenge with other attendees making them eligible for three prizes: iPad, iPad Mini and $50 Gift Card.

Wellness Screening
May 2 & 3
During Conference - May 2nd & 3rd

Wellness Screening provides a snapshot of a person’s health risks. Conference attendees who participate will complete a fasting blood draw with 30 different lab tests, blood pressure and a health questionnaire and will receive a confidential, online personal report. Screenings take place on both mornings of the conference from 7AM and 10AM.

Sponsored by Quest Diagnostics

The Blueprint for Wellness Screenings provides a snapshot of a person’s health risks. Conference attendees who participate will complete a fasting blood draw with 30 different lab tests, blood pressure and a health questionnaire and will receive a confidential, online personal report. Screenings take place on both mornings of the conference from 7AM and 10AM.

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